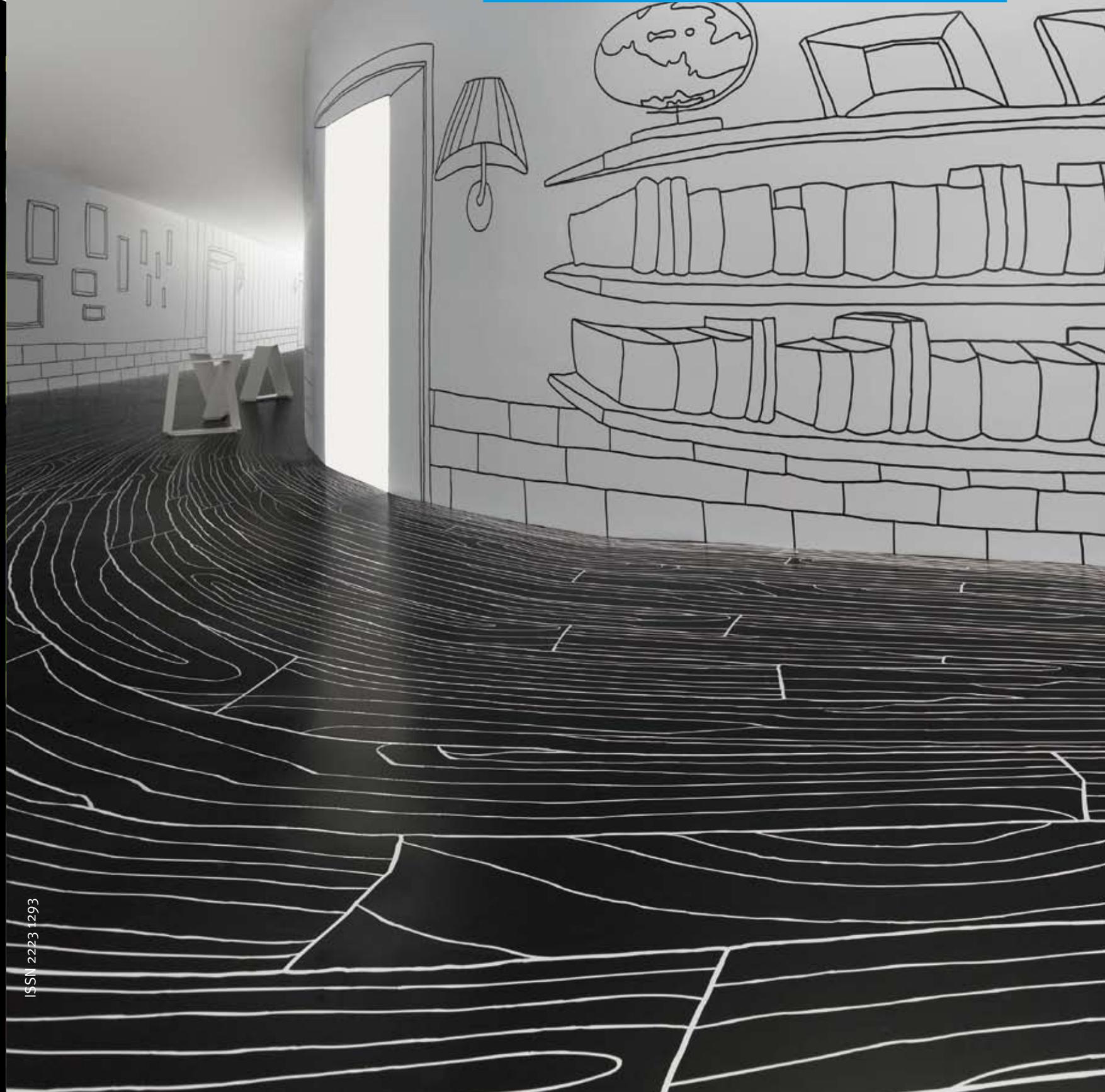


# WORK

issue 03  
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# shop

creative  
commercial space  
+ concept





# XOCOLATTI

\_De-Spec Inc



Xocolatti is a new premium chocolate brand, with its first flagship location in New York City's Soho, designed by De-Spec inc. Xocolatti defines itself as a luxury chocolate – 'Chocolate reimagined' – and is planning to open multiple locations nationally and internationally. De-Spec's concept for the 150ft<sup>2</sup> space lies in eliminating the traditional barriers of a storefront and window display, instead creating an interactive vitrine-like space that seamlessly integrates with the streetscape. The walls are lined with custom-designed, floor-to-ceiling bronze shelving systems that are based on the multiple variations of the sizes of the green and brown chocolate boxes. The wall acts as both storage and display, permitting multiple graphic patterns – bold and iconic. Every day, customers choose chocolate boxes and remove them from the wall, resulting in multiple patterns, making every day unique.

This interaction between customer and display provides an animating narrative to the presentation of the store throughout the day with an insightful discovery for the owners as the largest gaps in the wall indicate the most popular flavors. For the project's materials, De-Spec chose bronze, taking inspiration from luxury artisan chocolate. De-Spec invited Exit Creative to collaborate on the brand identity and together, the two firms created the glowing light boxes featuring each product. This layer of information over the neutrality of the grid enables the customer a more clear reading of their options and flavors. De-spec acted as both designer and builder and was able to put together a very strong team of craftsman to produce and install the new display system and its components using CNC, laser cutting and casting of various metal works.